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Message Text

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15
ACTION EA-09

INFO OCT-01 ISO-00 EB-07 /017 W
---------- 073009
R 190826Z NOV 75
FM AMEMBASSY TOKYO
TO USDOC WASHDC
INFO SECSTATE WASHDC 4976

UNCLAS TOKYO 16583

FOR OIM/WELCH

E.O. 11652: N/A
TAGS: BEXP, JA
SUBJECT: BETWEEN-SHOW PROMOTION FEE SCHEDULE

REF: USDOC 16782

1. REFTEL PARA ONE: DURING JULY-OCT 75 PERIOD, TC HELD 23 BSP'S AT $50/DAY CONTRIBUTION RATE FOR USE OF ALL OR PART OF TC FACILITIES, GENERATING $2,200. ALTHOUGH TC HAS 13 BSP'S RESERVED FOR NOV 75-JUNE 76, ESTIMATE ONLY 40 BSP'S TOTAL FOR 12-MONTH PERIOD BEGINNING JULY 75, DROP IN USE DUE MAINLY HIGHER BSP EXHIBITOR CONTRIBUTION. SINCE ADOPTING $250/150 RATE, UTILIZATION RATE BY THOSE FIRMS REQUIRING ONLY SMALL PORTION OF TC FACILITIES FOR LESS THAN THREE DAYS NOTICEABLY DECLINED. ALMOST 30 PERCENT DECREASE IN BSP USE PROJECTED FROM PREVIOUS FY.
LOCAL AGENTS ALSO COMMENT THAT CONTRIBUTION IS TOO HIGH FOR SMALL PRESENTATIONS SUCH AS SEMINARS, SALES MEETINGS, FILM SHOWINGS, ARE INCLINED TO USE HOTEL OR LOCAL CONFERENCE FACILITIES.

2. REFTEL PARA TWO: TC RECOMMENDS FOLLOWING BSP CONTRIBUTION SCHEDULE FOR OIM'S CONSIDERATION:

	1-DAY USE	2-DAY USE	4-DAY USE
BUSINESSMEN LOUNGE:			
OTM	$50	$75	$90

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NTM	$25	$45	$60

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2D FL EXHIBIT AREA:

OTM	$75	$100	$120
NTM	$35	$60	$70

1ST FL EXHIBIT AREA;
OR LOUNGE/2D FL EXHIBIT
AREA COMBINED:

OTM	$100	$150	$175
NTM	$50	$75	$100

TOTAL EXHIBIT AREA:

OTM	$175	$250	$300
NTM	$90	$125	$150

3. FOR RATE COMPARISON, TC USED TOKYO METROPOLITAN TRADE CENTER (TMTC) AND SCIENCE MUSEUM (SM) RENTAL RATE. TMTC 893 SQ METERS EXHIBIT AREA - $180/DAY KTC'S COMBINED EXHIBIT AREA - 500 SQ METERS). SM CONFERENCE ROOM FOR 90 SEATING CAPACITY WITH TABLE/CHAIR ARRANGED - $73/DAY (TC LOUNGE - 60 SEAT CAPACITY WITH SEATING ARRANGEMENTS HANDLED BY EXHIBITORL.
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